

ORDER



KSDK

Orders
Order / Rev: 717887
Alt Order #: 06341376
Product Desc: DCCC
Estimate: 1475
Flight Dates: 10/09/12 - 10/15/12
Original Date / Rev: 10/08/12 / 10/08/12
Order Type: Political

Primary AE: Kristin Waskie
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Great American Media/ POL
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave. NW, Ste. 800
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Iss/ DCCC
Demographic: A35+
Product Codes: IS-Issue/Non Ballot
Priority: P-1
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/15/12	52	\$71,965.00	\$61,170.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	52	\$71,965.00	\$61,170.25	0.00
Totals	52	\$71,965.00	\$61,170.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristin Waskie			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSDK	10/09/12	10/12/12	Days of Our Lives Days of Our Lives	CM	1-2P	- TWTF - -	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
DAYS OF OUR LIVES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- TWTF - -					1	\$900.00		0.00			
2	KSDK	10/09/12	10/12/12	LN (M-F) LN (M-F)	CM	10-1035p	- TWTF - -	:30	2	\$2,700.00	P-1	0.00	NM	2	\$5,400.00
NWS CH5-10P<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- TWTF - -					2	\$2,700.00		0.00			
3	KSDK	10/09/12	10/12/12	M-F 10-11A News at 10am	CM	10-11A	- TWTF - -	:30	2	\$450.00	P-1	0.00	NM	2	\$900.00
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- TWTF - -					2	\$450.00		0.00			
4	KSDK	10/09/12	10/12/12	Tonight Show Tonight Show	CM	1035-1137p	- TWTF - -	:30	2	\$1,010.00	P-1	0.00	NM	2	\$2,020.00
TONITE SHW-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- TWTF - -					2	\$1,010.00		0.00			
5	KSDK	10/09/12	10/12/12	M-F 11-12P Today Show III	CM	11A-12P	- TWTF - -	:30	2	\$575.00	P-1	0.00	NM	2	\$1,150.00
TODAY SHOW 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- TWTF - -					2	\$575.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	KSDK	10/09/12	10/12/12	M-F 1230-1p Show Me St. Louis	CM	1230-1p	- TWTF - -	:30	1	\$575.00	P-1	0.00	NM	1	\$575.00
SHOW ME ST LOUIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- TWTF - -	1		\$575.00		0.00						
7	KSDK	10/09/12	10/12/12	M-F Noon News Noon News	CM	12-1230p	- TWTF - -	:30	1	\$675.00	P-1	0.00	NM	1	\$675.00
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- TWTF - -	1		\$675.00		0.00						
8	KSDK	10/09/12	10/12/12	M-F 2-3p Dr. Oz	CM	2-3p	- TWTF - -	:30	3	\$675.00	P-1	0.00	NM	3	\$2,025.00
DR. OZ<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- TWTF - -	3		\$675.00		0.00						
9	KSDK	10/09/12	10/12/12	M-F 3-4p Ellen	CM	3-4p	- TWTF - -	:30	3	\$675.00	P-1	0.00	NM	3	\$2,025.00
ELLEN<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- TWTF - -	3		\$675.00		0.00						
10	KSDK	10/09/12	10/11/12	M-F 4P News News 5 at Four	CM	4-430P	- TWT - - -	:30	3	\$900.00	P-1	0.00	NM	3	\$2,700.00
NWS5 1ST@FOUR<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- TWT - - -	3		\$900.00		0.00						
11	KSDK	10/09/12	10/12/12	M-F 430-5p Jeopardy	CM	430-5p	- TWTF - -	:30	2	\$1,125.00	P-1	0.00	NM	2	\$2,250.00
JEOPARDY<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- TWTF - -	2		\$1,125.00		0.00						
12	KSDK	10/09/12	10/12/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	- TWTF - -	:30	2	\$2,250.00	P-1	0.00	NM	2	\$4,500.00
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- TWTF - -	2		\$2,250.00		0.00						
13	KSDK	10/09/12	10/12/12	M-F 5-6A 5-6a TODAY-LOUIS-5/TDY-LOUIS-5.30	CM	5-6A	- TWTF - -	:30	2	\$575.00	P-1	0.00	NM	2	\$1,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- TWTF - -	2		\$575.00		0.00						
14	KSDK	10/09/12	10/12/12	M-F 5P News Nightly new Adj	CM	528-530P (5:28 PM-5:30 PM)	- TWTF - -	:30	1	\$3,375.00	P-1	0.00	NM	1	\$3,375.00
NIGHTLY NEWS ADJ															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- TWTF - -	1		\$3,375.00		0.00						
15	KSDK	10/09/12	10/12/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	- TWTF - -	:30	3	\$2,475.00	P-1	0.00	NM	3	\$7,425.00
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- TWTF - -	3		\$2,475.00		0.00						
16	KSDK	10/09/12	10/12/12	M-F 6-7A 6-7a TODAY-LOUIS-6	CM	6-7A	- TWTF - -	:30	2	\$1,125.00	P-1	0.00	NM	2	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- TWTF - -	2		\$1,125.00		0.00						
17	KSDK	10/09/12	10/12/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	- TWTF - -	:30	3	\$2,475.00	P-1	0.00	NM	3	\$7,425.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/09/12	10/15/12	- TWTF - -	3		\$2,475.00		0.00						
18	KSDK	10/09/12	10/12/12		CM	7-9A	- TWTF - -	:30	6	\$1,010.00	P-1	0.00	NM	6	\$6,060.00

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				M-F NBC Today 7-9A NBC Today 7-9A											
TODAY SHW<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	- TWTF- -					6	\$1,010.00		0.00			
19	KSDK	10/09/12	10/12/12	M-F 9-10A NBC Today Show II 9-10A	CM	9-10A	- TWTF- -	:30	2	\$800.00	P-1	0.00	NM	2	\$1,600.00
TODAY SHOW 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	- TWTF- -					2	\$800.00		0.00			
20	KSDK	10/15/12	10/15/12	Mon Prime Other The Voice	CM	7-9p (7:00 PM-9:00 PM)	M- - - - -	:30	1	\$7,875.00	P-1	0.00	NM	1	\$7,875.00
THE VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	M- - - - -					1	\$7,875.00		0.00			
21	KSDK	10/13/12	10/13/12	LN (Sa) LN (Sa)	CM	10-1035p	- - - - - S-	:30	1	\$2,700.00	P-1	0.00	NM	1	\$2,700.00
NWS CH5-10P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	- - - - - S-					1	\$2,700.00		0.00			
22	KSDK	10/13/12	10/13/12	Saturday Night Live Saturday Night Live	CM	1030p-1205a	- - - - - S-	:30	1	\$1,700.00	P-1	0.00	NM	1	\$1,700.00
SAT NIGHT LIVE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	- - - - - S-					1	\$1,700.00		0.00			
23	KSDK	10/13/12	10/13/12	630-7P Wheel Sat 630-7P Wheel of Fortune Sat	CM	630-7P	- - - - - S-	:30	1	\$1,125.00	P-1	0.00	NM	1	\$1,125.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	- - - - - S-					1	\$1,125.00		0.00			
24	KSDK	10/13/12	10/13/12	SAT TDY NBC Today Show (Sa)	CM	7-9A	- - - - - S-	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	- - - - - S-					1	\$900.00		0.00			
25	KSDK	10/13/12	10/13/12	Sat 9a Sat 9-10a	CM	9-10A	- - - - - S-	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
NEWSCHANNEL 5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	- - - - - S-					1	\$900.00		0.00			
E 26	KSDK	10/14/12	10/14/12	This Week Cardinal Nation This WK Cards Nation 10a	CM	10-1030a (10:00 AM-10:30 AM)	- - - - - S	:30	1	\$560.00	P-1	0.00	NM	1	\$560.00
THIS-CARDS NTN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	- - - - - S					1	\$560.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSDK	10/08/12-10/14/12		This Week Cardinal Nation		10-1030a	(10:00 AM-10:30 AM) - - - - - Su	:30		(\$560.00)		0.00	NM		
See MG 26.2 [PROGRAM CHANGE - THIS IS NOW RAMS TAILGATE]															
2	KSDK	10/14/12-10/14/12		Rams Weekly		SU 10A-10:30A/S	- - - - - Su	:30		\$560.00		0.00	NM		
Ⓜ MG for 26.1 10/14 [N/A]															
27	KSDK	10/13/12	10/13/12	Sat 5p News Channel 5 at 5P Sat	CM	5-530P	- - - - - S-	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	- - - - - S-					1	\$900.00		0.00			

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27	KSDK	10/13/12	10/13/12	Sat 5p News Channel 5 at 5P Sat	CM	5-530P	-----S-	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	-----S-		1		\$900.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSDK	10/08/12-10/14/12		Sat 5p		5-530P	-----Sa--	:30		(\$900.00)		0.00	NM		
See MG 27.2															
2	KSDK	10/12/12-10/12/12		M-F 4P News		4-430P	-----F----	:30		\$900.00		0.00	NM		
Ⓜ MG for 27.1 10/13															
[n/a]															
28	KSDK	10/14/12	10/14/12	Sun 9a Sun 9-10a	CM	9-10A	-----S	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	-----S		1		\$900.00		0.00					
													Totals	52	\$71,965.00